

DN2643
Presentation Skills for Designers
2016 S1 - ICAs

ICA1 - 20m
X-FACTOR ME!

- Select THREE X-factors about yourself.
- Design & create ONE non-animated power point slide (e-poster) on these X-factors. Pictures, photos, logos, cartoons and words can be used to get the message across. Be creative.
- Give a formal, TWO-THREE minute presentation on YOU using this slide as visual aid.
- Presentations must be captivating, logical, coherent and imaginative.
- Presentations must be memorized, and note cards or scripts are not to be used.
- Dress code: business formal.

Criteria	A	B	C	D-F
Content and Organisation	Content is well packaged and interesting for the audience. The points are organised in a logical sequence. Main points are well supported with explanations/examples, etc. Smooth transition from point to point.	Audience is able to follow the presentation. The points are organised in a logical sequence. Main points are supported with explanations/examples, etc. Transitions between points somewhat mechanical.	Audience has occasional difficulty following the presentation. Organisation of points can be improved. Some main points are not adequately supported. Links from one point to the next are sometimes unclear.	Audience cannot understand presentation. Little support for main points. Organisation of points is unclear.
Delivery	Confident, engaging delivery with effective use of eye contact, posture, gestures, and vocal expressiveness.	Speaker appears quite comfortable. Relatively good use of eye contact, posture, gestures, and vocal expressiveness.	Speaker appears uncomfortable. Use of eye contact, posture, gestures, and vocal expressiveness can be improved.	Speaker is uncomfortable. Poor use of eye contact, posture, gestures, and vocal expressiveness.
Command of Language	Fluent and excellent use of English.	Minor errors in English and glitches in delivery.	Fluency can be better, but audience's understanding not affected.	Not fluent; or poor pronunciation. Audience's understanding affected.
Use of Visual Aids	Excellent use of graphics and design. Items are clearly relevant to topic.	Good use of graphics and design. Items are relevant to topic.	Use of graphics and design can be improved. Relevance of items to topic needs improvement.	Poor use of graphics and design. No relevance of items to topic.

ICA2 – 30m**My Favourite Designer/Artist**

- Select a favourite artist/designer.
- Research their work (especially any signature work that readily identifies its creator), background, philosophy, techniques.
- Include your reasons for selecting this person.
- Conduct a FIVE minute informative presentation.
- Use visual aids effectively.
- Include a reference list ie where you got your information and pictures etc
- Presentations must be memorized, and note cards or scripts are not to be used.
- Prepare for Q&A
- Submit slides handouts on day of presentation: 6-slides per page, black & white, print on both sides of paper
- Dress code: business formal.

ICA 3 25m**BUY THIS! Making a sales pitch**

- Select a project, idea or product.
- Apply techniques learnt.
- Make a FIVE-minute sales pitch.
- Use visual aids effectively.
- Include a reference list ie where you got your information and pictures etc
- Presentations must be memorized, and note cards or scripts are not to be used.
- Prepare for Q&A
- Submit slides handouts on day of presentation: 6-slides per page, black & white, print on both sides of paper
- Dress code: business formal.

Criteria for ICA 2 and 3

	A	B	C	D-F
Content and Organisation	As per criteria for ICA1			
Delivery				
Command of Language				
Use of Visual Aids	Excellent layout, use of graphics and organisation of points. No spelling or grammatical errors.	Good layout, use of graphics and organisation of points. Few spelling or grammatical errors.	Layout, use of graphics and organisation of points can be improved. Some spelling or grammatical errors.	Poor layout, use of graphics and organisation of points. Many spelling or grammatical errors.

ICA4 – 25m (Team presentation)**Persuasive Speech**

Persuasive speech argues or puts across a point to the audience. It is the art of expressing an opinion clearly and logically. An effective persuasive speech elicits an interest and appeals to the heart of every member in the audience.

<http://persuasivespeechideas.org>

- Form a group of 4-5.
- Select a topic of interest – it can be a global or local issue eg:
 - Polytechnic students should wear uniforms
 - Eating of dogs/cats must be banned
 - Refugees should be repatriated to their country of origin
 - Let's make Singapore roads safe for cyclists
- Research the topic thoroughly.
- Conduct a team presentation (5 minutes per speaker).
- Use visual aids effectively.
- Use illustrations, stories, examples, epigrams, humor where necessary.
- Include a reference list ie where you got your information and pictures etc
- Presentations must be memorized, and note cards or scripts are not to be used.
- Prepare for Q&A
- Submit slides handouts on day of presentation: 6-slides per page, black & white, print on both sides of paper
- Dress code: business formal.

Criteria	A	B	C	F-D
Content & Organisation (individual)	Content is well packaged and interesting for the audience. The points are organised in a logical sequence. Main points are well supported with explanations/examples, etc. Smooth transition from point to point.	Audience is able to follow the presentation. The points are organised in a logical sequence. Main points are supported with explanations/ examples, etc. Transitions between points somewhat mechanical.	Audience has occasional difficulty following the presentation. Organisation of points can be improved. Some main points are not adequately supported. Links from one point to the next are sometimes unclear.	Audience cannot understand presentation. Little support for main points. Organisation of points is unclear.
Delivery (individual)	Confident, engaging delivery with effective use of eye contact, posture, gestures, and vocal expressiveness.	Speaker appears quite comfortable. Relatively good use of eye contact, posture, gestures, and vocal expressiveness.	Speaker appears uncomfortable. Use of eye contact, posture, gestures, and vocal expressiveness can be improved.	Speaker is uncomfortable. Poor use of eye contact, posture, gestures, and vocal expressiveness.
Language (individual)	Fluent and excellent use of English.	Minor errors in English and glitches in delivery.	Fluency can be better, but audience's understanding not affected.	Not fluent; or poor pronunciation. Audience's understanding affected

Content Distribution / Q&A (team)	Well packaged, evenly distributed. Good coverage of info as a whole. Clear/strong introduction, smooth transition between speakers, good summary. Showed team effort, strong consistency. Q&A handled as a team, with a clear, common stand where relevant.	Quite well organised and distributed. Fairly good coverage of info as a whole. Has an introduction, attempt at transition between speakers, and/or a rather mechanical summary. Q&A handled as a team, but may be inconsistent / unsure of stand sometimes.	Organisation and/or distribution can be better. Coverage may be uneven. Some parts of the structure may be missing. Transitions may be choppy. Q&A: Team may be unsure of stand sometimes. Questions may be handled by one member only.	Poor organisation of content. Uneven distribution of work. Parts of the structure are missing. Little or no attempt at smooth transitions. Largely individual effort. Q&A poorly handled. May be unable to answer.
Visual Aids (team)	Excellent layout, use of graphics and organisation of points. No spelling or grammatical errors.	Good layout, use of graphics and organisation of points. Common template and design, but with variations. Few spelling or grammatical errors.	Layout, use of graphics and organisation of points can be improved. Some spelling or grammatical errors. Template and design needs more consistency.	Poor layout, use of graphics and organisation of points. Many spelling or grammatical errors. No continuity in template design.